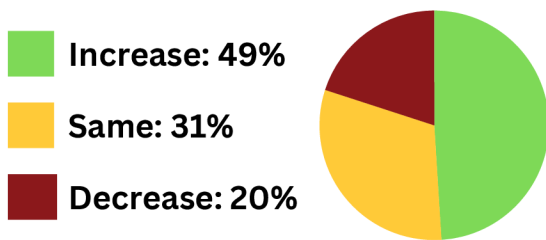


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

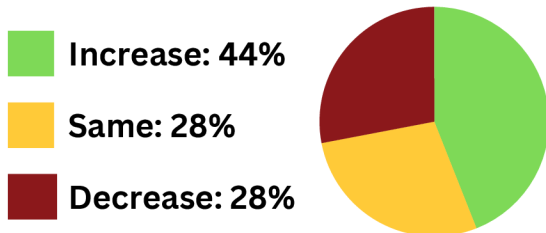
SALES

How are top line sales expected to change in the next 12 months?



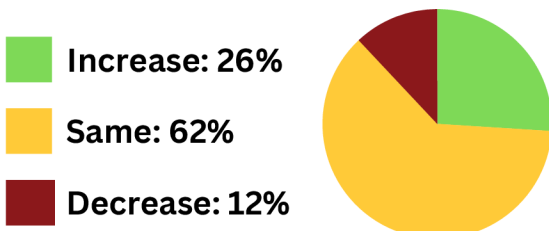
PROFITS

How is profit expected to change in the next 12 months?

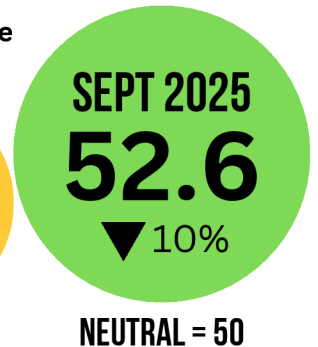


EMPLOYMENT

How is the level of employment expected to change in the next 12 months?

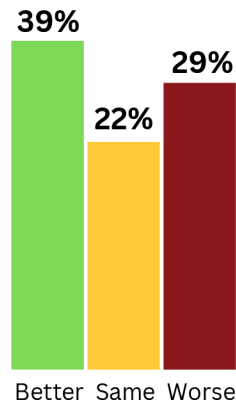


Business Confidence
Aggregate Score:



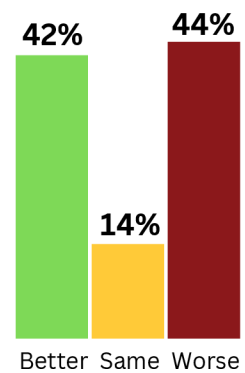
LOCAL BUSINESS CONDITIONS

How will general business conditions in Shasta County change in the next 12 months?



US BUSINESS CONDITIONS

How will general business conditions in the U.S. change in the next 12 months?



HOT TOPIC Is your business currently using AI tools or technology?



Results are based upon an email survey of business owners in Shasta County.

Want to participate in our next survey?
Email marketing@goldenvally.bank for more information!

SHASTA COUNTY ECONOMIC DASHBOARD

Fall 2025

The Shasta County Key Economic Indicators contain a broad group of measures that can be used to assess the economic performance and competitiveness of the County. Economic Indicators are grouped under broad categories measuring economic change in the County along with key factors gauging the area’s future competitiveness.

View the full dashboard at goldenvally.bank/Economic-Dashboard

 QUALITY OF LIFE	HOME PRICE VS. CA AVG. Q1 2025 -53.4% +1.2 from Q1 2024 15th out of 58 Counties	SINGLE FAMILY HOMES DEC 2024 \$379.2k +\$3.1k from April 2024 16th out of 58 Counties	AVERAGE ANNUAL WAGE Q4 2024 \$63k +\$2.2k from Q4 2023 31st out of 58 Counties
 LOCAL INDUSTRY	HEALTH CARE Q4 2024 12,216 No. of Employees +267 from Q3 2024	FORESTRY AND FOREST PRODUCTS Q4 2024 1,513 No. of Employees +17 from Q4 2023	MANUFACTURING Q4 2024 2,938 No. of Employees +23 from Q4 2023
 PRODUCTIVITY	UNEMPLOYMENT RATE JUL 2025 5.9% No change from Jul 2024 23rd out of 58 Counties	LABOR FORCE JUL 2025 80.7k +6.5k from July 2024 30th out of 58 Counties	LABOR FORCE PARTICIPATION JUL 2025 55.2% +4.3 from July 2024 37th out of 58 Counties



Todd Jones

President & CEO
Redding Chamber of
Commerce

The latest business confidence survey makes one thing clear: Shasta County employers believe in the strength of our local economy. That confidence is not just optimism; it is rooted in real momentum that we can all see and feel. Home values remain among the most accessible in California, giving families the opportunity to build a future here. Our industries are expanding, jobs are being created, and wages continue to rise. More people are entering the workforce, and labor force participation is climbing, a clear sign that our community is leaning into growth.

Looking ahead, hundreds of new jobs are on the horizon with Amazon at Stillwater Business Park, and the Redding Public Market will soon open its doors to new businesses and new energy downtown. The future of Shasta County looks brighter than our past. Behind every number is a story of businesses opening, investments being made, and people choosing to bet on this community. Redding is moving forward, and the best is yet to come.